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University
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THE UNITED STATES STUDIES CENTRE

new opportunities built on understanding

Australian attitudes towards the United States: Institutions, Society and Culture

**2007 UNITED STATES STUDIES CENTRE
NATIONAL SURVEY RESULTS**

Part 2

**Presentation by
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10 December 2007

Survey Details

- **Survey period: Friday 13 July - Sunday 29 July**
- **Fieldwork: Surveys Australia (a subsidiary of ACNielsen)**
- **Sample size: 1,213**
- **Method: Telephone (average time of interview: 29 minutes)**
- **Weighting factors: age, sex, education**

Proportion reporting having travelled to the US, 1986-2007

| | 1986 | 2007 |
|-----|--------|--------|
| Yes | 14 | 35 |
| n | [1504] | [1213] |

Have you ever travelled to the United States? (USSC, 2007)

Have you ever been in the united States? (USIS, 1986)

Reasons for travelling to the US, 1986-2007

| | 1986 | 2007 |
|---|--------|--------|
| For a holiday (2007) / tourism trip (1986) | 71 | 71 |
| To visit friends or relatives | 7* | 25 |
| For business | 21 | 21 |
| To study or teach | 14 | 6 |
| For some other reason [SPECIFY] | 7* | 5 |
| n | [1504] | [1213] |

For which of the following reasons did you travel [to] the United States? (USSC, 2007)

For which, if any, of these reasons were you in the United States? (USIS, 1986)

*To 'visit friends or relatives' not listed in 1986 but volunteered

Important sources of information about the US, 1986-2007 (percentages)

| | 1986 | 2007* |
|--|--------|--------|
| Television news and information programs | 74 | 78 |
| Australian newspapers and magazines | 58 | 68 |
| The internet | na | 45 |
| Television entertainment programs | 35 | 39 |
| Friends | 24 | 39 |
| Americans you have met | 30 | 39 |
| American films on television | 36 | 38 |
| American feature films at the movies | 24 | 33 |
| Books, stories by American writers | 18 | 31 |
| School/studies | 16 | 25 |
| Cultural events by American artists | 9 | 25 |
| Your travel or time spent living in the US | 10 | 22 |
| American newspapers | 4 | 14 |
| n | [1504] | [1213] |

Which of these has been an important source of information for you about the US? (USSC, 2007)

*Responses from respondents asked early/late in the survey

What respondents like about the US, 2007* (percentages)

| | |
|-----------------------------------|----|
| People and culture | 35 |
| Countryside and sights | 24 |
| Economic values and institutions | 17 |
| Popular culture | 17 |
| Political values and institutions | 16 |
| Great and powerful friends | 7 |

Could you tell me something you like about the US?

*Responses from respondents asked early/late in the survey

What respondents dislike about the US, 2007* (percentages)

| | |
|-----------------------------------|----|
| People and culture | 53 |
| Political values and institutions | 50 |
| Economic values and institutions | 11 |
| Great and powerful friends | 9 |
| Popular culture | 2 |
| Countryside and sights | 0 |

Could you tell me something you dislike about the US?

*Responses from respondents asked early/late in the survey

What respondents like and dislike about the US, 2007* (percentages)

| | Likes | Dislikes |
|-----------------------------------|-------|----------|
| People and culture | 35 | 53 |
| Political values and institutions | 16 | 50 |
| Economic values and institutions | 17 | 11 |
| Great and powerful friends | 7 | 9 |
| Popular culture | 17 | 2 |
| Countryside and sights | 24 | 0 |

*Responses from respondents asked early/late in the survey

Opinion of various aspects of American society, 2007

[n = 1213]

| | Very favourable | Somewhat favourable | Total |
|---------------------------------|-----------------|---------------------|-------|
| American science and technology | 49 | 40 | 89 |
| American art and literature | 22 | 48 | 70 |
| Personal freedom in America | 22 | 48 | 70 |
| Economic opportunity in America | 21 | 46 | 67 |
| Political freedom in America | 18 | 45 | 63 |
| America's standard of living | 14 | 45 | 59 |
| America's system of justice | 12 | 37 | 49 |
| America's system of government | 11 | 38 | 49 |
| Religion in American society | 6 | 29 | 35 |
| Economic equality in America | 7 | 27 | 34 |
| Race relations in America | 4 | 28 | 32 |
| Social equality in America | 6 | 26 | 32 |
| Gun control in America | 4 | 7 | 11 |

Based on what you know about the United States, do you have a very favourable, somewhat favourable, somewhat unfavourable, or very unfavourable opinion of the following aspects of American society?

Favourable views of various aspects of American society, 1986-2007

| | 2007 | | | 1986 | | |
|---------------------------------|-----------------|---------------------|-----------|-----------------|---------------------|-----------|
| | Very favourable | Somewhat favourable | Total | Very favourable | Somewhat favourable | Total |
| American science and technology | 49 | 40 | 89 | 69 | 22 | 91 |
| American art and literature | 22 | 48 | 70 | 24 | 46 | 71 |
| Economic opportunity in America | 21 | 46 | 67 | 26 | 44 | 70 |
| America's standard of living | 14 | 45 | 59 | 14 | 56 | 70 |
| America's system of government | 11 | 38 | 49 | 13 | 49 | 62 |
| n | [1504] | | | [1213] | | |

Based on what you know about the United States, do you have a very favourable, somewhat favourable, somewhat unfavourable, or very unfavourable opinion of the following aspects of American society? (USSC, 2007)

Respondents worried about the influence of American culture on Australia, 2007

| American ... [n = 595] | <i>Very worried</i> | <i>Somewhat worried</i> | Total Worried | Not at all worried | DK |
|----------------------------|---------------------|-------------------------|----------------------|---------------------------|-----------|
| Foreign policy | 38 | 39 | 77 | 15 | 8 |
| *Fast food | 37 | 34 | 71 | 27 | 2 |
| Trade subsidies | 30 | 39 | 69 | 20 | 10 |
| Policies on climate change | 31 | 38 | 69 | 25 | 6 |
| Business practices | 19 | 42 | 61 | 28 | 11 |
| *Television | 21 | 36 | 57 | 41 | 2 |
| Workplace practices | 20 | 33 | 53 | 29 | 19 |
| *The language | 16 | 33 | 49 | 50 | 1 |
| *Films | 12 | 37 | 49 | 50 | 2 |
| *Music | 8 | 27 | 35 | 63 | 2 |
| *Clothes | 9 | 20 | 29 | 67 | 4 |
| *Sport | 4 | 14 | 18 | 78 | 4 |

Some people are worried about the influence of American culture on Australia. Other people are not worried. How worried are you about the influence of ... on Australia?

Respondents pleased about the influence of American culture on Australia, 2007

| American ... [n = 618] | Very pleased | Somewhat pleased | Total Pleased | <i>Not at all pleased</i> | DK |
|----------------------------|--------------|------------------|---------------|---------------------------|----|
| *Fast food | 5 | 24 | 29 | 67 | 4 |
| Trade subsidies | 4 | 21 | 25 | 56 | 19 |
| *The language | 7 | 32 | 39 | 52 | 8 |
| Policies on climate change | 6 | 29 | 35 | 52 | 13 |
| Foreign policy | 4 | 30 | 34 | 52 | 13 |
| *Television | 12 | 43 | 55 | 41 | 4 |
| Workplace practices | 3 | 30 | 33 | 39 | 27 |
| Business practices | 7 | 39 | 46 | 38 | 17 |
| *Clothes | 12 | 48 | 60 | 28 | 14 |
| *Sport | 12 | 44 | 56 | 26 | 16 |
| *Films | 18 | 57 | 75 | 21 | 4 |
| *Music | 22 | 53 | 75 | 20 | 4 |

Some people are pleased about the influence of American culture on Australia. Other people are not pleased. How do you feel about the influence of ... on Australia?

Confidence in the ability of the US to deal wisely or responsibly with its own social and economic problems, 1986-2007 (percentages)

| | A great deal | A fair amount | Total | Not very much | None at all | Total | No opinion | n |
|-------------|--------------|---------------|-----------|---------------|-------------|-----------|------------|--------|
| 2007 | 7 | 37 | 44 | 37 | 14 | 51 | 5 | [1213] |
| 1986 | 9 | 47 | 56 | 34 | 4 | 38 | 6 | [1504] |

All things considered, how much confidence do you have in the ability of the United States to deal responsibly with its own social and economic problems? (USSC, 2007)

All things considered, how much confidence do you have in the ability of the United States to deal wisely with its own social and economic problems – a great deal, a fair amount, not very much, or none at all? (USIA, 1986)

Confidence in the ability of various countries to deal responsibly with their own social and economic problems, 2007 (percentages)

| [n = 1213] | A great deal | A fair amount | Total | Not very much | None at all | Total | No opinion |
|----------------------|--------------|---------------|-----------|---------------|-------------|-----------|------------|
| UK | 17 | 58 | 75 | 13 | 3 | 20 | 4 |
| Japan | 18 | 54 | 72 | 16 | 3 | 19 | 9 |
| Australia | 20 | 53 | 73 | 22 | 4 | 26 | 2 |
| <i>United States</i> | <i>7</i> | <i>37</i> | <i>44</i> | <i>37</i> | <i>4</i> | <i>51</i> | <i>5</i> |
| China | 7 | 33 | 41 | 36 | 16 | 52 | 8 |
| Indonesia | 2 | 15 | 17 | 46 | 28 | 74 | 9 |

All things considered, how much confidence do you have in the ability of ... to deal responsibly with its own social and economic problems? (USSC, 2007)

Thank you